

Message Text

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ACTION ARA-10

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E.O. 11652: N/A

TAGS: BBSR, PA

SUBJECT: WTDR - LIBRERIA INTERNACIONAL

REF: USDOC 11711

1. ADDRESS: CASILLA POSTAL 991; CALLE ESTRELLA 380,
ASUNCION, PARAGUAY. CABLE: INTERNACIONAL. PHONE: 41400.
OFFICER: ADOLFO V. BUZO, MANAGER.

2. MEDIUM SIZE FIRM ESTABLISHED 1953. EMPLOYS 27, OF
WHICH 12 ARE ADMINISTRATIVE PERSONNEL, 11 COUNTER SALES
PEOPLE AND 4 VISITING SALESMEN IN ASUNCION. THE LATTER
PERIODICALLY ACT AS TRAVELLING SALESMAN IN THE INTERIOR.
ACTS AS IMPORTER, AGENT, DISTRIBUTOR, WHOLESALER AND
RETAILER OF BOOKS, MAGAZINES, PERIODICALS, STATIONER'S
SUNDRIES, PENS, PENCILS, OFFICE, SCHOOL AND ART SUPPLIES,
STATIONERY, TABLETS, AND RELATED PRODUCTS, WRAPPING MATERIALS,
GREETING CARDS, BLANKBOOKS AND BOOKBINDING.

3. FINANCIAL REFERENCES: BANK OF AMERICA N.T. & S.A.,
CASILLA POSTAL 1321, ASUNCION, PARAGUAY. COMMERCIAL
REFERENCES: READERS DIGEST MEXICO S.A., APARTADO
POSTAL 876, MEXICO 15, D.F., MEXICO.

4. MAJOR FOREIGN FIRMS REPRESENTED: EDITORIAL NOVARO
S.A., APARTADO POSTAL 10500, MEXICO D.F., MEXICO,
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PUBLISHERS, SINCE 1955; BRUGUERA S.A., CALLE MORA LA

NUEVA 2, BARCELONA, SPAIN, PUBLISHERS, SINCE 1955;
MODEVERLAG AENNE BURDA, 76 OFFENBURG, BADEN, WEST GERMANY;
PUBLISHERS, SINCE 1964; RAMON SOPENA S.A., CALLE PROVENZA
95, BARCELONA, SPAIN, PUBLISHERS SINCE 1964; READERS DIGEST
MEXICO S.A., APARTADO POSTAL 876, MEXICO 15, D.F., MEXICO,
PUBLISHERS, SINCE 1969; PLAZA Y JANES S.A., CALLE VIRGEN DE
GUADALUPE 21, ESPLUGAS DEL LLOBREGAT, BARCELONA, SPAIN,
PUBLISHERS, SINCE 1970.

5. LIBRERIA INTERNACIONAL ALSO KNOWN AS DISTRIBUIDORA
INTERNACIONAL DE PUBLICACIONES, IS THE LEADING BOOKSTORE
IN PARAGUAY. IT OPERATES FROM ADQUATE RENTED PREMISES
AT STREET LEVEL IN THE HEART OF THE SHOPPING SECTOR OF
ASUNCION. ONE BRANCH, LOCATED IN CALLE PALMA 595, WHICH
IS ASUNCION'S MAIN STREET, IS THE LARGEST AND BEST STOCKED
BOOKSTORE IN TOWN. WAREHOUSING FACILITIES ARE IN ANOTHER
BUILDING OWNED BY MR. ADOLFO N. BUZO, WHO FROM A VERY MODEST
BEGINNING RAISED HIS FIRM TO THE LEADING POSITION IT HOLDS
TODAY. MR. BUZO IS ASSISTED BY HIS WIFE, TWO SONS, AND
EXPERIENCED PERSONNEL. ALTHOUGH LIBERIERIA INTERNACIONAL
SEELS MANY TEXTBOOKS PRINTED IN PARAGUAY, MOST OFSITS
SALES ARE FROM IMPORTS FROM OVER FIFTY FOREIGN
SUPPLIERS. THE FIRM ADVERTISES ADEQUATELY, HAS A
GOOD BUSINESS IMAGE, AND GOOD BUSINESS AND CREDIT
RECORD. IT IS RECOMMENDED AS A SUITABLE TRADE CONTACT
FOR U.S. SUPPLIERS.

6. SEPTEMBER 1975.
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